

ABSTRACT OF THE DISCLOSURE

The present invention provides an information decision apparatus including the following parts: A target transactor finding part
5 finds target transactors in accordance with promoting product information so as to focus only on potential transactors who may be interested in buying the promoting product; A transaction
tendencies analyzing part analyzes transactor's
10 tendencies based on a transactor's purchasing history for each of the target transactors so as to examine purchasing trends of the target transactors; An information decision part decides on appropriate information that fits the transactor's tendencies
15 analyzed by the transaction tendencies analyzing part so as to produce an attractive information corresponding to each target transactor.

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